

Stop MS Appeal

Campaign brand book



Everything you need to know about the public launch of the Stop MS Appeal - from the stories to the key messages and lots in between.



Charlotte

Other Stop MS Appeal content

We have lots of other content available, to help us answer five key questions:

- ▶ Who are the MS Society?
- ▶ What is MS?
- ▶ Why are we stopping MS?
- ▶ What is the Stop MS Appeal?
- ▶ How will we stop MS?

We've got new webpages, films, blogs, graphics and more. Speak to the Digital and Content Team if you'd like to see some examples.

Writing about the Stop MS Appeal

Style guide:

When we write 'the Stop MS Appeal' or 'the Appeal' we always use capitals. For example: Our Stop MS Appeal needs to raise £100 million.

If we're talking about general appeals we use lower case. For example: We're launching our biggest fundraising appeal ever.

When we talk about 'stopping MS' as an action we don't use a capital S. For example: We believe we can stop MS.

Key messages:

Over 100,000 people live with multiple sclerosis (MS) in the UK.

MS damages nerves in your body and makes it harder to do everyday things, like walk, talk, eat and think.

It's relentless, painful, and disabling.

Research has got us to a critical point, and we must act now.

Our Stop MS appeal needs to raise £100 million to find treatments for everyone with MS. We can see a future where nobody needs to worry about MS getting worse.

We believe we can stop MS, and you can help.



Ed

Jacqueline

The Stop MS Appeal ident and lock-up

Below is the Stop MS ident. We call it an 'ident' or a 'badge' so it doesn't get confused with our MS Society logo.



We try to use the ident next to our logo unless space is limited. This is why we have a logo 'lock-up'.



Both the ident and the logo lock-up are available in all white and orange and white. If you would like to use the ident or lock-up, contact the Brand Team.

brandcentre@mssociety.org.uk

The Stop MS Appeal fonts

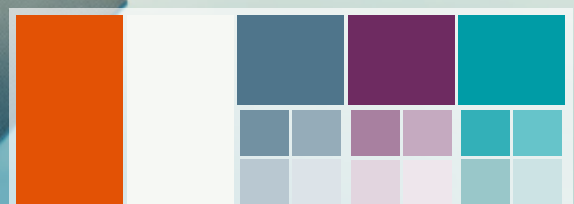
The Stop MS fonts are the same as our brand fonts. D Sari is our primary typeface or, if it's not available, Verdana is our alternative typeface.

The Stop MS Appeal colour palette

Our primary colour palette (listed in our brand guidelines) applies to all Stop MS Appeal documents.

Some of the campaign artwork you will see uses shades of our secondary brand colours and an off white.

If you'd like to use the secondary colour palette, please speak to the Brand Team so they can help.



Nikki



Team Stop MS

Team Stop MS is the 'get involved' aspect of the Stop MS Appeal. It aims to inspire and mobilise our community to feel as though they are part of a broader movement of people.

When we're on social media we call it **#TeamStopMS**.

How we talk about Team Stop MS:

MS research is ready and so are we. We're in the best place we've ever been to find life-changing treatments for everyone with MS. Our Stop MS Appeal need to raise £100 million, because by 2025, we want to be in the final stages of testing treatments for everyone with MS.

But we can only do this together. Are you up for joining **Team Stop MS**?

Could you:

- ▶ Paint your social media 'Stop MS'?
- ▶ Donate time, money, energy?
- ▶ Bake, walk, ride, zip-slide for MS?
- ▶ Share your story, share someone else's story, tell someone you're there for them?
- ▶ Come up with all the amazing things we haven't thought of?



Team Stop MS is for anyone and everyone.

We'll share a link to this area of the MS Society website as soon as it's live on 8 October.

Stay tuned.



Donna

If you have any questions...

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Campaign information: Katherine.Dickinson@mssociety.org.uk